

AMENDMENTS TO THE CLAIMS:

Applicant respectfully requests that this listing of claims replace the prior versions, and listings, of claims in the application.

1. (Currently amended) A method[[of]], comprising:

presenting content associated with broadcast program in a user terminal of a telecommunication system, the method comprising:

broadcasting a media stream by a broadcast system;
generating a group of content items associated with the media stream;
attaching to the content items timing information to indicate the timing for presenting a content item;
delivering the group of content items with the timing information to the user terminal;

presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

2-4. (Canceled)

5. (Previously presented) A method according to claim 1, further comprising:

generating the group of content items to correspond with one program or a segment of one program of the media stream;

storing the group of content items in the user terminal; and

retrieving, when the user terminal is in the first mode, a content item for presentation according to the timing information.

6-8. (Canceled)

9. (Previously presented) A method according to claim 1, further comprising authorizing the transition from the second mode to the first mode in response to an authorizing signal received from a telecommunication system.

10. (Currently amended) A media system comprising:

a broadcast system, a telecommunication system, a content processing system, and a user terminal, wherein the broadcast system is configured to broadcast a media stream;

the content processing system is configured to generate a group of content items associated with the media stream;

the content processing system is configured to attach to the content items timing information to indicate the timing for presenting a content item;

the user terminal is configured to present the content items in the user terminal in a first mode, wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

the user terminal is configured to transit from the second mode to the first mode only by authorization according to a pre-defined procedure.

11. (Previously presented) A system according to claim 10, wherein the user terminal is configured to provide a presentation element as a slide in the terminal display; and to include in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

12-13. (Canceled)

14. (Currently amended) A system according to claim 10[[]], wherein

the content processing system is configured to generate the group of content items to correspond with one program or a segment of one program of the media stream;

the user terminal is configured to store the group of content items in the user terminal; and

the user terminal is configured to retrieve, when the user terminal is in the first mode, a content item for presenting according to the timing information.

15. (Currently amended) A system according to claim 10[[]], wherein the content processing system is configured to generate a content item while broadcasting the associated program in the media stream; and

the content processing system is configured to indicate in the timing information that the content item is to be presented immediately at reception.

16-18. (Canceled)

19. (Currently amended) [[A]]An apparatus, comprising:

a user terminal configured to operate in a telecommunication system of a media system, said media system comprising:

a broadcast receiver, configured to receive system for broadcasting a broadcast media stream, wherein the user terminal comprises from a media system;

means for receiving an interaction engine configured to receive a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

means for presenting a rendering engine configured to present the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

~~means for allowing~~a content processor configured to allow transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

20. (Currently amended) ~~A user terminal~~An apparatus according to claim 19, wherein the ~~user terminal~~rendering engine is configured to provide a presentation element as a slide in the terminal display; and to include in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

21. (Currently amended) ~~A user terminal~~An apparatus according to claim 20, wherein the display element is ~~[[a]]~~an on-screen button in the user interface of the user terminal.

22. (Currently amended) ~~A user terminal~~An apparatus according to claim 19, wherein the ~~user terminal~~interaction engine is configured to receive ~~from the content processing means mode information in~~with the content item mode information to indicate whether displaying of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal; and

~~the user terminal~~content processor is configured to change ~~[[its]]~~the mode of the apparatus according to the mode information of the displayed content item.

23. (Currently amended) ~~A user terminal~~An apparatus according to claim 19, wherein the ~~user terminal~~content processor is configured to enter the first mode from the second mode in response to authorization by a user action in the user terminal.

24. (Currently amended) ~~A user terminal~~An apparatus according to claim 19, ~~wherein~~
~~the user terminal is~~further comprising a timer controller module configured to measure the duration of a user inactivity while the user terminal is in the first mode; and
~~the user terminal~~content processor is configured to ~~[[enter]]~~allow entry to the first mode from the second mode in response to authorization by the duration of the user

inactivity exceeding a pre-defined limit.

25. (Currently amended) ~~A user terminal~~An apparatus according to claim 19, wherein the ~~user terminal~~content processor is configured to ~~[[enter]]~~allow entry to the first mode from the second mode in response to an authorizing signal received from a telecommunication system.

26. (Currently amended) ~~A user terminal~~An apparatus according to claim 19, wherein the ~~user terminal~~rendering engine is configured to display an indicator for indicating the current operating mode of the terminal.

27. (Currently amended) ~~[[A]]~~An apparatus, comprising:

a server ~~[[in]]~~for a media system comprising a broadcast system, a telecommunication system, a content creation tool, and a user terminal, ~~wherein the server~~ is;

a content delivery engine configured to receive from the content creation tool a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

~~the server is~~an interaction engine configured to receive from the user terminal a signal for indicating whether the user terminal is in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action;

~~the server~~interaction engine is configured to transmit content items to the user terminal when the user terminal is in a first mode; and

~~the server~~interaction engine is configured not to transmit content items when the user terminal is in a second mode.

28. (Currently amended) ~~A server~~An apparatus according to claim 27, wherein the ~~server~~interaction engine is configured to send to the user terminal an authorizing signal for authorizing transition to the first mode from the second mode.

29. (New) A module for an apparatus comprising a user terminal configured to operate in a telecommunication system and to receive a broadcast media stream from a media system, the module comprising:

an interaction engine configured to receive a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

a rendering engine for presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and

a content processor for allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

30. (New) A module according to claim 29, wherein the interaction engine is configured to receive with the content item mode information to indicate whether displaying of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal; and

the content processor is configured to change the mode of the apparatus according to the mode information of the displayed content item.

31. (New) A module according to claim 29, wherein the content processor is configured to allow entry to the first mode from the second mode in response to an authorizing signal received from a telecommunication system.

32. (New) A computer-readable storage medium encoded with instructions that, when executed by a computer, perform:

- operating as a user terminal in a telecommunication system;
- receiving a broadcast media stream from a media system;
- receiving a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;
- presenting the content items in the user terminal in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action; and
- allowing transition from the second mode to the first mode only by authorization according to a pre-defined procedure.

33. (New) A computer-readable storage medium according to claim 32, further performing:

- providing a presentation element as a slide in a terminal display; and
- including in the presentation element a display element for activating a user action that transits the user terminal from the first mode to the second mode.

34. (New) A computer-readable storage medium according to claim 32, further performing:

- receiving with the content item mode information to indicate whether displaying of the content item relates to a transition to the first mode of the user terminal or to the second mode of the user terminal; and
- changing the mode of the user terminal according to the mode information of the displayed content item

35. (New) A computer-readable storage medium encoded with instructions that, when executed by a computer, perform:

- operating as a server for a media system comprising a broadcast system, a

telecommunication system, a content creation tool, and a user terminal;

receiving from the content creation tool a group of content items associated with the media stream with timing information to indicate the timing for presenting a content item;

receiving from the user terminal a signal for indicating whether the user terminal is in a first mode wherein a presentation element corresponding to a content item is changed to another presentation element according to the timing information of the content item, or in a second mode wherein a presentation element is changed to another presentation element in response to a user action;

transmitting content items to the user terminal when the user terminal is in a first mode; and

not transmitting content items when the user terminal is in a second mode.

36. (New) A computer-readable storage medium according to claim 35, further performing:

sending to the user terminal an authorizing signal for authorizing transition to the first mode from the second mode.